

<i>SERFF Tracking Number:</i>	<i>AMRP-126871688</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>World Insurance Company</i>	<i>State Tracking Number:</i>	<i>47160</i>
<i>Company Tracking Number:</i>	<i>AR-WIPRESTDMS-2011</i>		
<i>TOI:</i>	<i>MS02I Individual Medicare Supplement - Pre-Standardized</i>	<i>Sub-TOI:</i>	<i>MS02I.000 Medicare Supplement - Pre-Standardized</i>
<i>Product Name:</i>	<i>World MS - PreStd</i>		
<i>Project Name/Number:</i>	<i>1/1/2011 Rate Adjustment/AR-WIPRESTDMS-2011</i>		

Filing at a Glance

Company: World Insurance Company

Product Name: World MS - PreStd

TOI: MS02I Individual Medicare Supplement - Pre-Standardized

Sub-TOI: MS02I.000 Medicare Supplement - Pre-Standardized

Filing Type: Rate

SERFF Tr Num: AMRP-126871688 State: Arkansas

SERFF Status: Closed-Approved- Closed State Tr Num: 47160

Co Tr Num: AR-WIPRESTDMS-2011 State Status: Approved-Closed

Reviewer(s): Stephanie Fowler

Authors: Susan Dop, Deb Strahl Disposition Date: 10/29/2010

Date Submitted: 10/28/2010 Disposition Status: Approved-Closed

Implementation Date Requested: 01/01/2011

State Filing Description:

Implementation Date: 01/01/2011

General Information

Project Name: 1/1/2011 Rate Adjustment

Project Number: AR-WIPRESTDMS-2011

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact: 6%

Filing Status Changed: 10/29/2010

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 10/29/2010

Deemer Date:

Created By: Susan Dop

Submitted By: Deb Strahl

Corresponding Filing Tracking Number:

Filing Description:

Rate Filing for Individual Pre-Standardized medicare Supplement Forms

Company and Contact

Filing Contact Information

Susan Dop,
601 6th Ave.

susan.dop@americanenterprise.com
515-245-2034 [Phone]

SERFF Tracking Number: AMRP-126871688 State: Arkansas
Filing Company: World Insurance Company State Tracking Number: 47160
Company Tracking Number: AR-WIPRESTDMS-2011
TOI: MS021 Individual Medicare Supplement - Pre- Sub-TOI: MS021.000 Medicare Supplement - Pre-
Standardized Standardized
Product Name: World MS - PreStd
Project Name/Number: 1/1/2011 Rate Adjustment/AR-WIPRESTDMS-2011

Des Moines, IA 50309

Filing Company Information

World Insurance Company CoCode: 70629 State of Domicile: Nebraska
11808 Grant Street Group Code: 3527 Company Type: Life and Health
Omaha, NE 68103-8000 Group Name: American Enterprise State ID Number:
(402) 496-8289 ext. [Phone] FEIN Number: 47-0339860

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
World Insurance Company	\$50.00	10/28/2010	41283556

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Standardized Standardized
Product Name: World MS - PreStd
Project Name/Number: 1/1/2011 Rate Adjustment/AR-WIPRESTDMS-2011

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Stephanie Fowler	10/29/2010	10/29/2010

SERFF Tracking Number:	AMRP-126871688	State:	Arkansas
Filing Company:	World Insurance Company	State Tracking Number:	47160
Company Tracking Number:	AR-WIPRESTDMS-2011		
TOI:	MS021 Individual Medicare Supplement - Pre-Standardized	Sub-TOI:	MS021.000 Medicare Supplement - Pre-Standardized
Product Name:	World MS - PreStd		
Project Name/Number:	1/1/2011 Rate Adjustment/AR-WIPRESTDMS-2011		

Disposition

Disposition Date: 10/29/2010

Implementation Date: 01/01/2011

Status: Approved-Closed

Comment: The requested rate increase has been approved to be implemented on or after January 1, 2011. This approval is subject to the following:

- Increases will not be given more frequently than once in a twelve-month period;
- The insureds shall be notified by the insurer of its intention to increase the rate for renewal not less than thirty (30) days prior to the effective date of the renewal.

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>AMRP-126871688</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>World Insurance Company</i>	<i>State Tracking Number:</i>	<i>47160</i>
<i>Company Tracking Number:</i>	<i>AR-WIPRESTDMS-2011</i>		
<i>TOI:</i>	<i>MS021 Individual Medicare Supplement - Pre-Standardized</i>	<i>Sub-TOI:</i>	<i>MS021.000 Medicare Supplement - Pre-Standardized</i>
<i>Product Name:</i>	<i>World MS - PreStd</i>		
<i>Project Name/Number:</i>	<i>1/1/2011 Rate Adjustment/AR-WIPRESTDMS-2011</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Health - Actuarial Justification	Approved	No
Rate	AR Rates	Approved	Yes
Rate	AR Rates	Approved	Yes

SERFF Tracking Number: AMRP-126871688 State: Arkansas

Filing Company: World Insurance Company State Tracking Number: 47160

Company Tracking Number: AR-WIPRESTDMS-2011

TOI: MS021 Individual Medicare Supplement - Pre- Standardized Sub-TOI: MS021.000 Medicare Supplement - Pre- Standardized

Product Name: World MS - PreStd

Project Name/Number: 1/1/2011 Rate Adjustment/AR-WIPRESTDMS-2011

Rate/Rule Schedule

Schedule Item Status:	Document Name:	Affected Form Numbers: (Separated with commas)	Rate Action:	Rate Action Information:	Attachments
Approved 10/29/2010	AR Rates	A-2485, 1090, HIP02, E840A	Revised	Previous State Filing Number: Percent Rate Change Request:	AMRP- 00 AR- 1263706 WIPRESTDMS- Rates-2011.pdf 60 6.000
Approved 10/29/2010	AR Rates	GR 838-500	Other	Previous State Filing Number: Rate Action Other Explanation:	AMRP- 1263706 60 0

World Insurance Company

Medicare Supplement

World Policy Form A2400

Current(2010) Annual Premium Rates

Arkansas

SMOKER RATES

AGE AT ISSUE	POLICY FORM A2400	RIDER FORM R2400
65+	2,752.07	829.03

AGE AT ISSUE	POLICY FORM A2480	RIDER FORM R2480	RIDER FORM R2481
65-69	10,455.25	2,572.33	857.50
70-74	10,455.25	2,572.33	857.50
75-79	10,455.25	2,572.33	857.50
80-84	10,455.25	2,572.33	857.50
85+	10,455.25	2,572.33	857.50

AGE AT ISSUE	POLICY FORM A2485	RIDER FORM R2486	RIDER FORM R2487
65-69	9,628.28	3,252.70	1,530.51
70-74	9,628.28	3,252.70	1,530.51
75-79	9,628.28	3,252.70	1,530.51
80-84	9,628.28	3,252.70	1,530.51
85+	9,628.28	3,252.70	1,530.51

NONSMOKER RATES

AGE AT ISSUE	POLICY FORM A2400	RIDER FORM R2400
65+	2,752.07	829.03

AGE AT ISSUE	POLICY FORM A2480	RIDER FORM R2480	RIDER FORM R2481
65-69	9,932.47	2,443.70	814.62
70-74	9,932.47	2,443.70	814.62
75-79	9,932.47	2,443.70	814.62
80-84	9,932.47	2,443.70	814.62
85+	9,932.47	2,443.70	814.62

AGE AT ISSUE	POLICY FORM A2485	RIDER FORM R2486	RIDER FORM R2487
65-69	8,665.43	2,927.42	1,377.45
70-74	8,665.43	2,927.42	1,377.45
75-79	8,665.43	2,927.42	1,377.45
80-84	8,665.43	2,927.42	1,377.45
85+	8,665.43	2,927.42	1,377.45

Modal Premiums:

Semi-Annual - 52% of Annual

Quarterly - 26.5% of Annual

Monthly - 9% of Annual

Check-O-Matic - 1/3 of Quarterly

World Insurance Company

Medicare Supplement

Security General Life Form H-187-880 Plan Code 876
(CH227A)

Current(2010) Annual Premium Rates

Arkansas

Annual Premium Rates (All Issue Ages)	8,426.20
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Optional Benefits-Prescription Drugs (All Ages)	206.78
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World Insurance Company

Medicare Supplement

Bankers Multiple Line Policy Form 764A

Current(2010) Annual Premium Rates

Rates 764A

Policies Issued on or before February 1977

Age	Rates
00-99	65.50

Policies Issued after February 1977 with Rider 59354

Age	Rates
00-69	64.20
70-74	65.70
75-99	71.33

Rate schedule substitution date based on inforce policies as of 3/1/02

To determine the Quarterly, Semi-Annual, and Annual rates,
multiply the Monthly Rate, as shown above, by:

Quarterly	2.864
Semi Annual	5.618
Annual	10.909

World Insurance Company
Policy Form: GR 838-500
Rates

Current(2010) Annual Premium Rates

Issue Age	Agri Trust
All	\$ 3,061.88

Mode:	Annual	Semi-Annual	Quarterly	Monthly
Modal Factor:	1.000	0.500	0.250	0.083

World Insurance Company

Medicare Supplement

World Policy Form A2400

Proposed (2011) Annual Premium Rates

Arkansas

SMOKER RATES

AGE AT ISSUE	POLICY FORM A2400	RIDER FORM R2400
65+	2,917.19	878.77

AGE AT ISSUE	POLICY FORM A2480	RIDER FORM R2480	RIDER FORM R2481
65-69	11,082.57	2,726.67	908.95
70-74	11,082.57	2,726.67	908.95
75-79	11,082.57	2,726.67	908.95
80-84	11,082.57	2,726.67	908.95
85+	11,082.57	2,726.67	908.95

AGE AT ISSUE	POLICY FORM A2485	RIDER FORM R2486	RIDER FORM R2487
65-69	10,205.97	3,447.86	1,622.34
70-74	10,205.97	3,447.86	1,622.34
75-79	10,205.97	3,447.86	1,622.34
80-84	10,205.97	3,447.86	1,622.34
85+	10,205.97	3,447.86	1,622.34

NONSMOKER RATES

AGE AT ISSUE	POLICY FORM A2400	RIDER FORM R2400
65+	2,917.19	878.77

AGE AT ISSUE	POLICY FORM A2480	RIDER FORM R2480	RIDER FORM R2481
65-69	10,528.42	2,590.32	863.50
70-74	10,528.42	2,590.32	863.50
75-79	10,528.42	2,590.32	863.50
80-84	10,528.42	2,590.32	863.50
85+	10,528.42	2,590.32	863.50

AGE AT ISSUE	POLICY FORM A2485	RIDER FORM R2486	RIDER FORM R2487
65-69	9,185.35	3,103.06	1,460.10
70-74	9,185.35	3,103.06	1,460.10
75-79	9,185.35	3,103.06	1,460.10
80-84	9,185.35	3,103.06	1,460.10
85+	9,185.35	3,103.06	1,460.10

Modal Premiums:

Semi-Annual - 52% of Annual

Quarterly - 26.5% of Annual

Monthly - 9% of Annual

Check-O-Matic - 1/3 of Quarterly

World Insurance Company

Medicare Supplement

Security General Life Form H-187-880 Plan Code 876
(CH227A)

Proposed(2011) Annual Premium Rates

Arkansas

Annual Premium Rates (All Issue Ages)	8,931.78
Optional Benefits-Prescription Drugs (All Ages)	219.18

World Insurance Company

Medicare Supplement

Bankers Multiple Line Policy Form 764A

Proposed(2011) Annual Premium Rates

Rates 764A

Policies Issued on or before February 1977

Age	Rates
00-99	69.43

Policies Issued after February 1977 with Rider 59354

Age	Rates
00-69	68.06
70-74	69.64
75-99	75.61

Rate schedule substitution date based on inforce policies as of 3/1/02

To determine the Quarterly, Semi-Annual, and Annual rates,
multiply the Monthly Rate, as shown above, by:

Quarterly	2.864
Semi Annual	5.618
Annual	10.909